

## CLAIMS

What is claimed is:

1. A method of providing a customized compilation of discount purchase offers to a user, the method comprising the steps of:

- 5       a) collecting one or more discount purchase offers from a merchant;
- b) assimilating the collected discount purchase offers into an offer database;
- c) allowing the user to select one or more desired offers from the offer database;
- d) allowing the user to select a medium for display and storage of the compilation of discount purchase offers;
- 10       e) delivering the customized compilation of discount purchase offers, as embedded upon the selected medium, to the user.

2. The method of claim 1, wherein the desired offers are categorized.

- 15       3. The method of claim 1, wherein the compilation of discount purchase offers may be assimilated by a marketing subcontractor.

4. The method of claim 1, wherein the compilation of discount purchase offers may be assimilated by a coupon card distribution company.

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5. The method of claim 1, wherein the user is a local or national merchant.

6. The method of claim 1, wherein the user is a licensee.

7. The method of claim 1, wherein the user is a franchisee.

8. The method of claim 1, wherein the user is a local or national fundraising organization.

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9. The method of claim 1, wherein the medium for display and storage of the compilation of discount purchase offers is a cardstock multi-fold card.

10. The method of claim 1, wherein the medium for display and storage of the compilation of

10 discount purchase offers is a plastic card.

11. The method of claim 1, wherein the medium for display and storage of the compilation of discount purchase offers is a coupon book.

15 12. The method of claim 1, wherein the medium for display and storage of the compilation of discount purchase offers is an electronic memory storage device.

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13. A method of providing customized coupon cards to a user via a graphical user interface, the method comprising the steps of :

- a) prompting the user to log on to a website;
- b) prompting the user to enter a regional indicator;
- 5 c) prompting the user to select a card medium;
- d) displaying a plurality of discount purchase offers from national and local merchants that the user will be able to choose from;
- e) prompting the user to select one or more discount purchase offers;
- f) displaying pricing information corresponding to the discount purchase offers selected;
- 10 g) prompting the user to select a card design;
- h) displaying a preview of the offers and card design selected;
- i) displaying an overview of the offers and card design selected;
- j) prompting the user to select a form of delivery;
- k) prompting a user to select a form of payment;
- 15 l) displaying a confirmation of payment received; and
- m) delivering the selected offers and card design to the user.

14. The method of claim 13, wherein the national and local merchants' offers may be automatically alphabetized and categorized in a format selected by the user.

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15. The method of claim 13, wherein the card medium is a cardstock multi-fold card.

16. The method of claim 13, wherein the card medium is a plastic card.

17. The method of claim 13, wherein the card medium is a coupon book.

18. The method of claim 13, wherein the card medium is an electronic memory storage device.

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